

ORDER



Orders
Order / Rev: 709441
Alt Order #: 06296358
Product Desc: ANDREI FOR CONGRESS Flight 8/25-8
Estimate: 1672
Flight Dates: 08/25/12 - 08/28/12
Original Date / Rev: 08/23/12 / 08/24/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Cherny for State Treasurer
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	8	\$5,600.00	\$4,760.00
08/27/12	09/02/12	10	\$5,450.00	\$4,632.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$5,600.00	\$4,760.00	0.00
September 2012	10	\$5,450.00	\$4,632.50	0.00
Totals	18	\$11,050.00	\$9,392.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	21%	\$11,050.00
Market	100%	\$52,619.05

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	13%	\$6,840.48
KPAZ	0%	\$0.00
KPHO	22%	\$11,576.19
KPPX	0%	\$0.00
KSAZ	23%	\$12,102.38
KTFL	0%	\$0.00
KTVK	21%	\$11,050.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 709441
 Alt Order #: 06296358
 Flight Dates: 08/25/12 - 08/28/12

Advertiser: Cherny for State Treasurer
 Product Desc: ANDREI FOR CONGRESS Flight 8/25-8
 Estimate: 1672
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/27/12	08/27/12	M-F 6-7a 12 News Today	CM	6-7a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$350.00		0.00			
E 2	KPNX	08/27/12	08/27/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$450.00		0.00			
E 3	KPNX	08/25/12	08/25/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$250.00		0.00			
E 4	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$250.00		0.00			
E 5	KPNX	08/27/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$450.00		0.00			
E 6	KPNX	08/25/12	08/25/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$300.00		0.00			
E 7	KPNX	08/27/12	08/27/12	Mon Prime C Grimm	CM	9-10p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$1,800.00		0.00			
E 8	KPNX	08/26/12	08/26/12	Sun Prime D Sun Prime D	CM	9-10p	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$3,000.00		0.00			
E 9	KPNX	08/25/12	08/27/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M---SS	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/25/12	08/31/12	M---SS		2				\$1,200.00		0.00			
E 10	KPNX	08/27/12	08/27/12	NBC Nightly News NBC Nightly News	CM	Various	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
N 12	KPNX	08/27/12	08/27/12	M-F Today Show 7-9a NBC Today Show w/value \$450 LUR adjustment w/o 8/20-8/28 per mike	CM	7-9a	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$0.00		0.00			
N 13	KPNX	08/27/12	08/27/12	M-F 4-5p 12 News EVB w/value \$175 LUR adjustment w/o 8/20-8/28 per mike	CM	4-5p	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$0.00		0.00			
N 14	KPNX	08/27/12	08/27/12	M-F 5-530p M-F 5-530p w/value \$400 LUR adjustment w/o 8/20-8/28 per mike	CM	5-530p	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$0.00		0.00			
N 15	KPNX	08/27/12	08/28/12	M-F 530-6a 12 News Today w/value \$175 LUR adjustment w/o 8/13-8/19 per mike	CM	530-6a	MT-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----		1				\$0.00		0.00			

Order / Rev: 709441
 Alt Order #: 06296358
 Flight Dates: 08/25/12 - 08/28/12

Advertiser: Cherny for State Treasurer
 Product Desc: ANDREI FOR CONGRESS Flight 8/25-8
 Estimate: 1672
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	KPNX	08/27/12	08/28/12	M-F 530-6a 12 News Today w/value \$175 LUR adjustment w/o 8/13-8/19 per mike	CM	530-6a	MT-----	:30	1	\$0.00	P-1	0.00 NM	1	\$0.00
N16	KPNX	08/26/12	08/26/12	12 Sports Tonight 12 Sports Tonight w/value \$800 LUR adjustment w/o 8/13-8/19 per mike	CM	Various	-----S	:30	1	\$0.00	P-1	0.00 NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S	1		\$0.00		0.00					
N17	KPNX	08/25/12	08/25/12	SAT TDY NBC Today Show revision	CM	Saturday Today	-----S-	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-	1		\$300.00		0.00					
N18	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today revision	CM	Various	-----S	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S	1		\$300.00		0.00					

*Tax 1 Note: Tax 0.5%.